J. C. PENNEY CO .- A NATION-WIDE INSTITUTION

you the best for less. Every year will

add more stores to our fast-growing chain of two hundred and ninety-seven stores. Will you not admit that this

great organization has the interest of

the public at heart. With our great buying power we are able to get better

merchandise from the manufacturers

for less money than the ordinary merchant, but we do not keep this advantage to ourselves. It is you, as our cus-

WORK SHIRTS Blue Chambray,

69c

HEAVY LEATHER MITTENS

59c

CANVAS GLOVES

leather palm

39c

ALL LEATHER

PUTTEES

\$5.90

Full weight

JUMPERS

\$1.79

All Wool

SOX

49c

MOLESKIN PANTS \$5.50

LEATHER GLOVES

The best for work,

\$1.39

SHEEPSKIN

COATS

\$10.90

PARIS GARTERS

Double grip,

49c

HEAVY

\$2.98

DUCK COATS

Rubber interlined,

\$4.98

All Wool

FLANNEL SHIRTS \$4.49

> KHAKI RIDING BREECHES

> > \$4.50

Heavy Winter

UNION SUITS

\$1.98

MEN'S

SWEATER COATS

\$1.79

WORKINGALLS

A heavy 1-piece suit

\$4.50

Very neat DRESS SOX

3 pairs for \$1.00

MEN'S

DRESS SHOES

\$3.98

WORK SOX

23c pair

Now, as always, we are able to give

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Incorporated A Nation-Wide Institution

SPECIAL ATTENTION Should be paid to this Price List!

THE J. C. PENNEY CO. is always in keeping with the market and you will be convinced of this fact by referring to this price list.

We Never Hold a Sale But Day by tomer that reaps the advantage. Day Our Prices are in Keeping with the Present Downtrend of the Market. Our Policy: ONE PRICE TO ALL.



Men's Clothing

Well Dressed Men Everywhere Seek Out The J. C. Penney Stores, Where The Best Can Be Had For Less!

Manufacturers are quoting prices to us that we have not had since the war. The J. C. Penney Co. will be the first as always to pass this great saving on to you. NOW IS THE TIME TO BUY.

SUITS FOR MEN (Young or old.)

The Best of Suit Fabrics in the Latest Shades and Cuts. Men's conservative mod-els in serviceable worsteds.

PRICED: \$14.75, \$19.90, \$29.75, \$34.50!

It is a man's pride to be well dressed and we have buyers on the eastern market continually and our stock of Men's Clothes is complete with the newest, snappiest models that it is possible to

MODELS IN SERGE, CASH. MERE AND SOFT FRENCH WORSTED

> \$24.50, \$29.75. \$34.50, \$39.75

We have no so-called "clearance sales." Our prices are always uniform and in keeping with the markets

OUR MOTTO: ONE PRICE TO ALL



SHOP EARLY

Thoughtless and useless giving is a thing consigned to the past. The up-to-date man of today appreciates a practical gift. Our stock of Men's Furnishings is complete with tokens that are dear to the heart of any man.

INITIAL HANDKERCHIEFS Fancy box of two79c

FANCY HANDKERCHIEFS Box of two89c

MEN'S SILK SOX Green, white, black98c

MEN'S DRESS SHIRTS In Silk, Crepe de Chine, Madras, etc. Priced. .98c, \$1.69, \$3.50, \$4.98, \$6.90

SWEATER COATS Many colors in wool and cotton. Makes an ideal Christmas gifth.

..... \$1.79 to \$7.90

A well-known razor, guaranteed for one year. Packed in neat boxes. Priced at 98c, \$1.49, \$1.98, \$2.98 NECKTIES NECKTIES

We have a very complete assortment of Cravats in neat colors and the best of silks49c to \$2.98

OTHER NICE GIFTS-FOR FATHER OR SON

Kid Gloves, Tie Pins, Cuff Buttons, Suit Cases, Suspenders, Hats, Mackinaws, Trunks. Pedestal Smoking Sets, Pocket Knives, Dress Scarves, Etc.

MEN'S ODD PANTS FOR DRESS

We have a very complete stock of Men's Dress Pants in all wool, wool mixed and cotton; in plain, checked and striped patterns.

These Pants priced at: \$3.25, \$4.98, \$5.90, \$7.50 and \$9.90

We have several shades in this pant and can suit individual tastes. Moleskin is a very closely woven pant and is practically wind and water-

OVERCOATS

AN OVERCOAT IS ESSENTIAL-It has to be Bought Sooner or Later. WHY NOT BUY NOW!

The clothing market has dropped and we are in keeping with this lower market and are able to furnish you with an excellent Overcoat under Twenty Dollars.

Does Not This Prove for The J. C. Penney Co.—
The Best for Less!
COATS PRICED AT
9.90, \$22.50, \$24.75, \$27.50, \$32.5 FLANNEL SHIRTS \$9.90, \$32.50

LEATHER COATS

Completely reversible coats. A combination of leather and corduror suitable for either lady or gen-

\$22.50

Our Policy ONE PRICE

MEN'S HEAVY WEARS

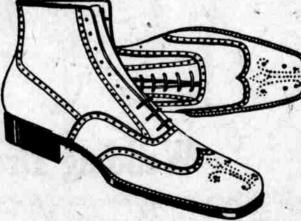
Our line of MEN'S HEAVY CLOTHING comprises PRICES ARE RIGHT! SHEEPSKIN COATS

These garments are lined full length with heavy sheep pelts and the moleskin covering is practically water and wind-proof.

Wonderful values at \$10.90 and \$11.90! MEN'S LEATHER SLEEVE VESTS

Blanket lined MOLESKIN COATS Heavy blanket lined, interlined throughout with

Heavy Moleskin, Norfolk style



MEN'S WORK AND OUTING SHOES

We guarantee these Shoes to be exactly as described and are the best the market affords. We have a wide range of prices but the cheapest of Work Shoes in this store has an iron-clad

No. 2528-Chocolate Retan Blucher, nailed full double

No. 2421-Chocolate Elk Blucher, soft tip, Munson last. \$6.90 No. 463-Chocolate Chrome waterproof, veal lined, blucher, double stitched welt

No. 2508—Black Chrome waterproof, blucher, two full soles, chrome outsole, army last

J. C. PENNEY CO. STANDARD VALUES IN HI-TOP SHOES—IDEAL FOR COLD OR SNOW

No. 2405—Chocolate Chrome waterproof veal, 16 inch top, two full soles, chrome middle, Munson last......\$11.90

No 2581-LUMBERMAN'S BOOTS-Black chrome waterproof blucher, 10 inch top, no buckle, plain



There is nothing more prac-tical or useful than a good Dress We have some values in Shirts that positively cannot be dupli-

cated CREPE DE CHINE and TUB SILK \$5.90, \$6.90 and \$7.90. Many fine Shirts in ponge

and madras in neat stripes and

patterns. Priced from 98c to \$4.98





Clothing for Working Men

MEN'S OVERALLS
\$2.20 heavy Blue Denim, UNION MADE.
JUMPERS TO MATCH—\$1.79
HEAVY FLANNEL SHIRTS Gray and brown "UNCLE SAM" SHIRTS Blue chambray MEN'S WORK SOX A wonderful value at HEAVY WOOLEN SOX LIGHT CHECKERED JUMPERS-\$1.49

LITTLE GENTS' CLOTHES

Real Values!

Dress your boy in our clothing department. You can save money—this department is no exception to our rule—THE BEST FOR

We wish to call your attention to our best suits— PENNEY JUNIOR having double elbows, double seat, double knees, alpaca lining. Extra sewed seams and pockets.

Ages 7 to 17,

Ages 7 to 17,
priced at \$9.90 and \$12.90
SUITS
FOR THE LITTLE FELLOW
In Serges and Serviceable
Worsteds \$6.90 up
BOYS' BLOUSES AND SHIRTS
All nifty colors and stripes at 98c
Winter Caps with fur pull
downs at \$1.19
TIM'S CAPS, a patented all
wool cap, neat looking and
very warm \$2.19

\$5.90



\$5.90

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